IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Defendant's Notice of Reliance
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
Signature	/ Michael Dalton/
Date	07/28/2009
Attachments	RelianceHarleyDavidsonPDFPresentationHH001.pdf (4 pages)(270144 bytes) ElfnerC_Final.pdf (29 pages)(2175648 bytes)

TAB HH

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Honda Motor Co. LTD   :
                                       :
      Opposer   :
                                       :
      vs.   :   Opposition No. 91173105
                                       :
                                       :
Michael Dalton   :
                                       :
      Applicant   :

Notice of Reliance

Now comes, Michael Dalton, Defendant – Applicant, pursuant to Trademark Rule

37 CFR 2.122(e) and gives his notice of reliance on a copy of a print out of a pdf slide

show for Harley-Davidson. The document is an exact copy of the PDF represented in The

Google search and available at the website address:

http://www.google.com/url?q=https://www.sdn.sap.com/irj/boc/index%3Frid%3D/library

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oTmA. The document presentation is in general circulation among members of the public or

that segment of the public that is relevant under an issue in this proceeding. The document is

relevant because it demonstrates that the term, domain name, and source identifier,

DealerDashboard, has been infringed upon by those claiming to have rights in the mark.

The document demonstrates that Harley-Davidson is claiming a common-law trademark

right in the term Dealer Dashboard by utilization of the Dealer Dashboard TM insignia on

slide 7. It also demonstrates that the applicant, Michael Dalton, had a first and prior use to the source identifier DealerDashboard.com and Dealer-Dashboard.com and that within the automotive industry the term DealerDashboard is not generic in nature but unique with the ability of becoming a registered mark.
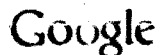
Respectfully submitted,

Michael Dalton, Applicant pro se
PO Box 18137
670 Northland Blvd.
Cincinnati, Ohio 45218-0137
(513)557-2901
DALTONME@hotmail.com

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Riding with Business Objects at Harley-Davidson

Randall Smith, Harley-Davidson
Christopher Elfner, Greenbrier & Russel

BUSINESS OBJECTS®

2004 INTERNATIONAL USER CONFERENCE

Presentation Information

- ## Authors: Randall Smith, Christopher R. Elfner

- ## Companies: Greenbrier & Russel, Harley-Davidson

- ## Track session title

  - Riding with Business Objects at Harley-Davidson

- ## Track session description

  - Harley-Davidson uses Business Objects to deliver critical information and insight both internally and to its network of dealers, suppliers, and field personnel. Discover why they chose to standardize on a single BI solution for Enterprise and Ah Hoc reporting, and explore the benefits they have achieved. Learn how Broadcast Agent was customized to update thousands of PDF reports every night and distribute those reports using a SQL Server database. See how Harley-Davidson's BI extranet securely presents the right reports to the right people at the right time.

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Topics

▶ **Harley-Davidson Motor Company Overview**

▶ **The Harley-Davidson BI Environment**

▶ **Who Uses Business Objects at H-D**

▶ **How it's Accomplished**
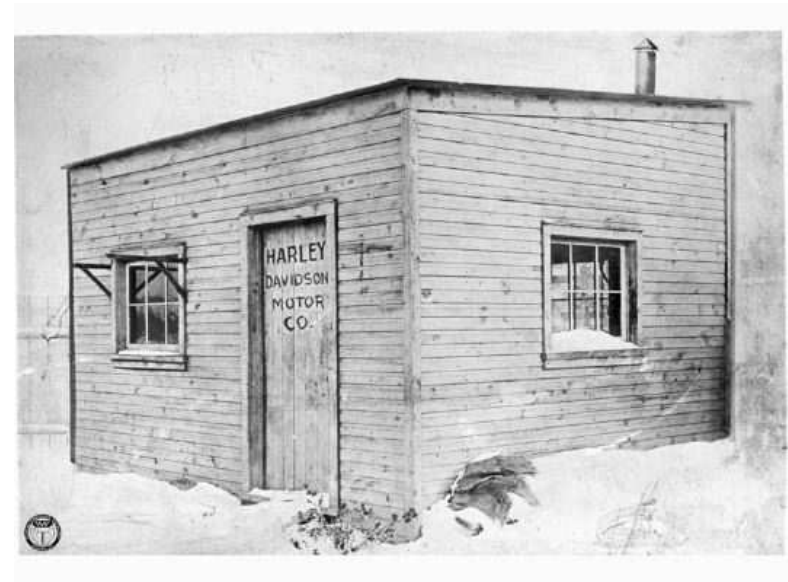
▶ **Successes and Lessons Learned**

▶ **Q&A**

FLSTC Heritage Softail Classic

BUSINESS OBJECTS®

Company overview

- **Founded in 1903 by William S. Harley and Arthur Davidson**

- **Based in Milwaukee, Wisconsin**

- **20+ locations worldwide**

- **1000+ dealers worldwide**

- **Nearly 700 active suppliers**

- **800,000 members of the Harley Owner's Group (HOG) worldwide**

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The numbers (based on 2003)

▶ **18th consecutive year of record revenues and earnings**

▶ **Sold 291,147 Harley-Davidson motorcycles and 9,974 Buell motorcycles**

▶ **Net income of $761 million**

▶ **Revenues of $4.6 billion**

- 78.3%   HD Motorcycles
- 15.4%   Parts and Accessories
- 4.6%   General Merchandise
- 1.6%   Buell Motorcycles
- 0.1%   Defense and Other

BUSINESS OBJECTS

Topics

► **Harley-Davidson Motor Company Overview**

► **The Harley-Davidson BI Environment**

► **Who Uses Business Objects at H-D**

► **How it's Accomplished**

► **Successes and Lessons Learned**

► **Q&A**

FLHRS Road King Custom

BUSINESS OBJECTS®

A little history

- **EDW began as a mid-level effort in 1999**
- **Data Warehouse Foundation project required**
  - A project sponsor
  - A business need
- **Dealer Dashboard™ pilot needed**
  - A mechanism to perform heavy-duty calculations and distribute formatted reports
- **Brought in Business Objects to support the reporting needs**
- **Provided two environments for internal and external customers**

BUSINESS OBJECTS®

Where we are now

- ▶ **30 different production content areas**

- ▶ **10 ongoing development efforts**

- ▶ **Structured team with specific roles**

- ▶ **Standard tools**
  - SQL Server/Analysis Services
  - Ascential Datastage
  - Business Objects/Broadcast Agent

- ▶ **Over 40 dedicated Windows servers**

- ▶ **Defined application development methodology**

- ▶ **Scheduled reporting environment with 100 Business Objects reports producing over 5000 PDFs nightly**

- ▶ **Multiple customized, external interfaces to the scheduled reporting area**

BUSINESS OBJECTS

Business Objects products used

- **BusinessObjects InfoView**

- **BusinessObjects**
  - Three-tier deployment

- **BusinessObjects Broadcast Agent Server**

- **BusinessObjects Designer**

- **BusinessObjects Supervisor**

- **BusinessObjects Developers Suite**
  - Full-client object model

BUSINESS OBJECTS®

Environment overview
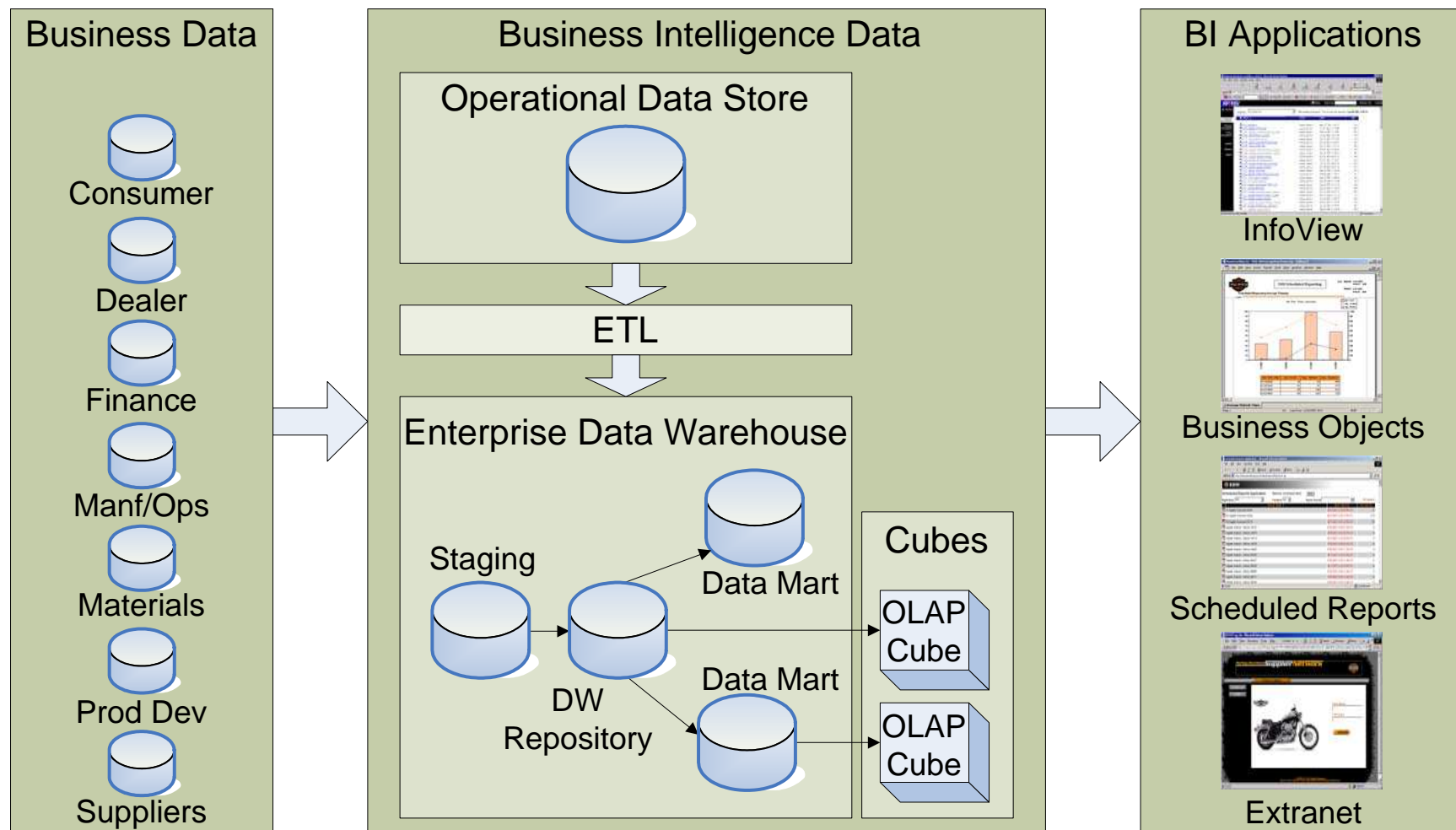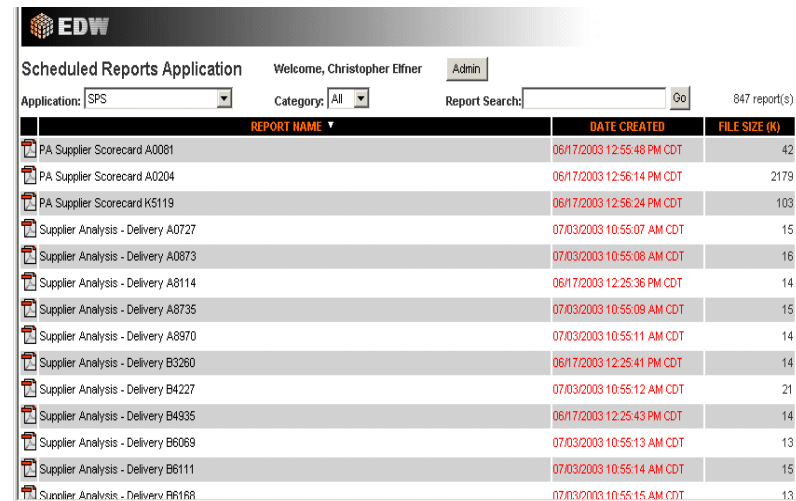
BUSINESS OBJECTS®

Scheduled Reports Application

- ► **Distributes pre-run Business Objects reports**

- ► **Broadcast Agent bursts reports to multiple PDFs**

- ► **Documents accessed through company intranet**

- ► **Available internally and externally**

BUSINESS OBJECTS

Extranet applications

▶ **Dealer Dashboard™ and Supplier Network**

▶ **Access same reports as scheduled reports**

▶ **Custom interface**

▶ **Custom security ensures they only see their information**

BUSINESS OBJECTS®

Topics

▶ **Harley-Davidson Motor Company Overview**

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▶ **How it's Accomplished**

▶ **Successes and Lessons Learned**

▶ **Q&A**

Screamin' Eagle V-Rod

BUSINESS OBJECTS®

Internal H-D employees

- **Over 1400 users**

- **Access information via 4 Business Objects servers and the Scheduled Reports Application**

- **Use Business Objects to**

  - Access tactical and strategic information

  - Create ad hoc reports

  - Run "canned" reports

  - View pre-run reports as PDFs

- **Benefits realized**

  - Self-service reporting

  - Robust information environment

BUSINESS OBJECTS®

External H-D employees

- **Approximately 100 field sales users worldwide**
- **Access information via the Scheduled Reports Application**
- **Use Business Objects to**
  - Access strategic information
  - View pre-run reports as PDFs (from Broadcast Agent)
  - Interfaced through RIDE (H-D corporate intranet site)
- **Benefits realized**
  - Access customized information from any internet connection
  - Can access a dealer's information from the dealership
  - Very fast response time
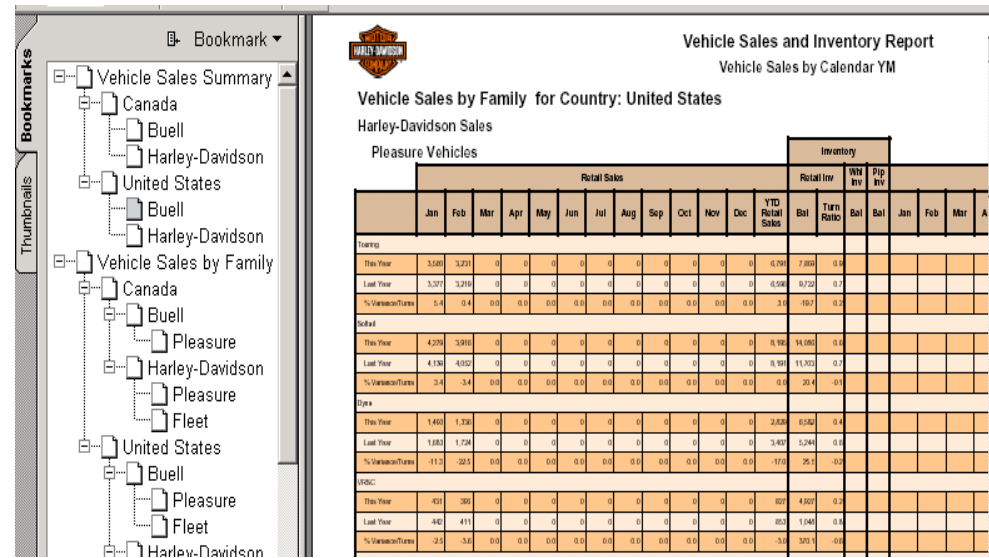
BUSINESS OBJECTS®

Suppliers

- ▶ **Over 300 suppliers online**

- ▶ **Access information via the Supplier Network**
    - ▪ h-dsn.com

- ▶ **Use Business Objects to**
    - ▪ Access key performance statistics, orders, etc.
    - ▪ View pre-run reports as PDFs (from Broadcast Agent)

- ▶ **Benefits realized**
    - ▪ 24/7 access to information from any internet connection
    - ▪ Very fast response time

BUSINESS OBJECTS®

Dealers

- ▶ **Over 650 dealers online**

- ▶ **Access information via the Dealer Dashboard™**
  - ▪ h-dnet.com

- ▶ **Use Business Objects to**
  - ▪ Access key financial and operational information
  - ▪ View pre-run reports as PDFs (from Broadcast Agent)

- ▶ **Benefits realized**
  - ▪ 24/7 access to information from any internet connection
  - ▪ Very fast response time

Last Year	348,910.00	348,910.00	371,943.04	406,926.35	343,955.76	406,636.50	373,092.52	413,093.98	414,761.35
This Year	412,890.00	412,890.00	466,509.51	560,569.17	471,201.09	688,926.96	596,132.73	560,569.17	688,926.96
LY % Change	18.34 %	18.34 %	25.42 %	37.76 %	36.99 %	69.42 %	59.78 %	35.70 %	66.10 %

YTD (4200-1) New Harley-Davidson Vehicles

Legend: Account Amount Last Year | Account Amount This Year | Dealer Account Amount Last Year | Dealer Account Amount This Year

	Dealer	District	Region	Nation	SUA	Top 10% All Dealers	My PG	All PGs	Top 10% All PGs
	Dealer XXX	District 75	Region 2 Great Lakes	United States	E				
Last Year	688,090.00	688,090.00	680,539.89	776,128.63	613,381.34	824,531.36	642,904.02	785,090.27	809,669.70
This Year	877,835.00	877,835.00	850,955.80	953,454.74	852,178.26	1,222,296.20	967,359.42	953,454.74	1,222,296.20
LY % Change	27.58 %	27.58 %	25.04 %	22.86 %	38.93 %	48.24 %	50.47 %	21.45 %	50.96 %

BUSINESS OBJECTS®

Topics

▶ **Harley-Davidson Motor Company Overview**

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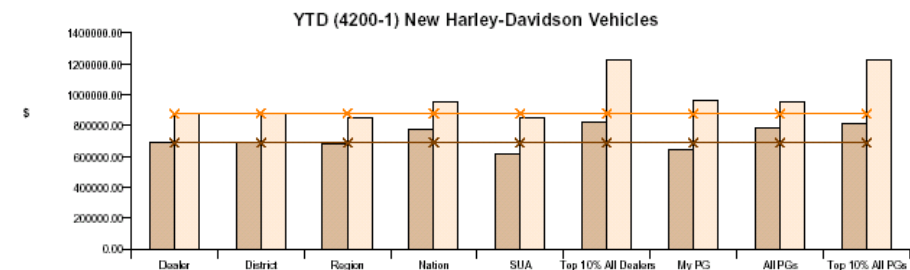▶ **Successes and Lessons Learned**

▶ **Q&A**

Firefighter Special Edition

BUSINESS OBJECTS®

Infrastructure

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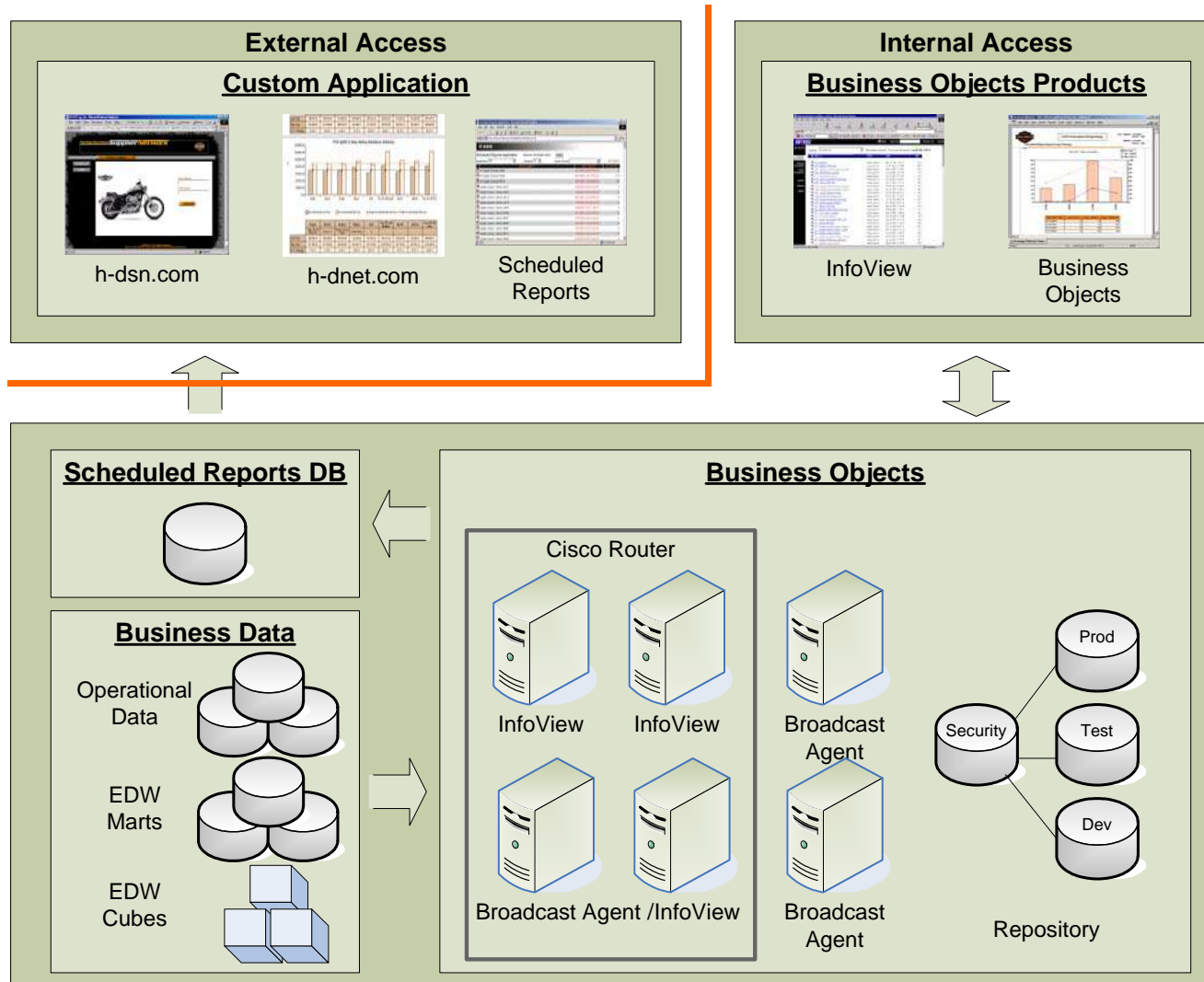
Support roles

► **Corporate IT**

- User setup
- General server administration
- Data server administration

► **Application development**

- Universe and report development / support
- Content access management

► **EDW**

- Data architecture
- ETL development
- Universe and report development / support
- Business Objects and Broadcast Agent server administration
- General supervisor duties

► **Super users**

- Content access management
- Report development

BUSINESS OBJECTS®

Security

- ▶ **Business Objects support**
  - ▪ Access controlled by Windows Active Directory security groups
  - ▪ Software distributed via Novell's ZENworks Desktop Management

- ▶ **Scheduled Reports Application support (internal)**
  - ▪ Access and content controlled by Windows Active Directory security groups

- ▶ **Supplier Network (h-dsn.com)**
  - ▪ Access managed manually by super users (internal)
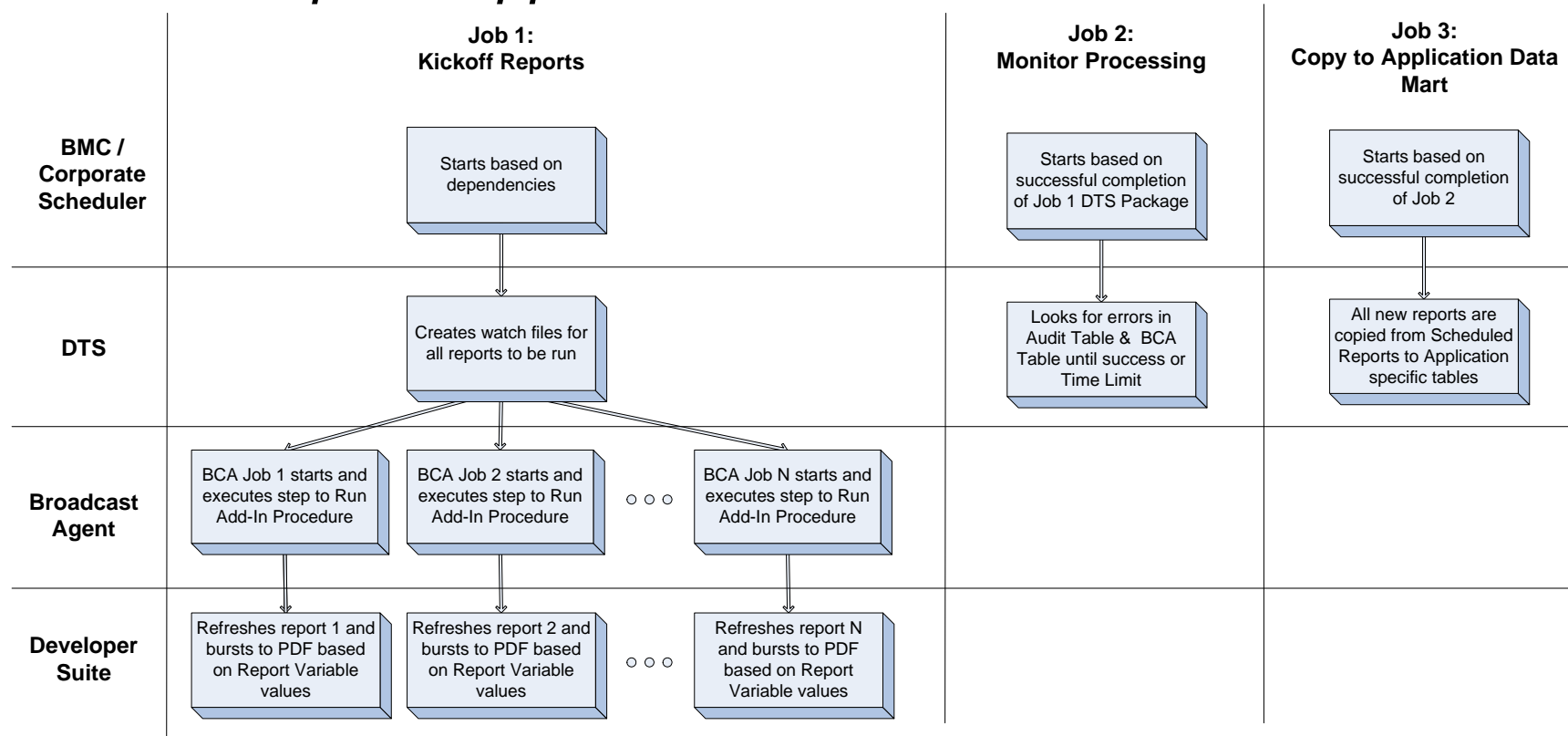 - ▪ Content controlled via parameters passed to queries based on login

- ▶ **Dealer Dashboard™ (h-dnet.com)**
  - ▪ Access managed manually by super users (internal) and dealership personnel (dealerships)
  - ▪ Content controlled via parameters passed to queries based on login

BUSINESS OBJECTS®

Scheduled Reports Application

- ▶ **Similar to Broadcast Agent Publisher products**

- ▶ **Uses multiple technologies already in-house**
    - Corporate scheduler (BMC)
    - SQL Server database and DTS packages
    - Broadcast Agent server
    - Developer Suite (Broadcast Agent object model)
    - Business Objects reports with custom report variables

- ▶ **Detailed auditing**
    - Verifies completion of all jobs
    - Checks for errors and stops at preset threshold
    - Timeout error if jobs do not complete in a preset window

BUSINESS OBJECTS®

Scheduled Reports Application

	Job 1: Kickoff Reports	Job 2: Monitor Processing	Job 3: Copy to Application Data Mart
BMC / Corporate Scheduler	Starts based on dependencies	Starts based on successful completion of Job 1 DTS Package	Starts based on successful completion of Job 2
DTS	Creates watch files for all reports to be run	Looks for errors in Audit Table & BCA Table until success or Time Limit	All new reports are copied from Scheduled Reports to Application specific tables
Broadcast Agent	BCA Job 1 starts and executes step to Run Add-In Procedure / BCA Job 2 starts and executes step to Run Add-In Procedure ○ ○ ○ BCA Job N starts and executes step to Run Add-In Procedure		
Developer Suite	Refreshes report 1 and bursts to PDF based on Report Variable values / Refreshes report 2 and bursts to PDF based on Report Variable values ○ ○ ○ Refreshes report N and bursts to PDF based on Report Variable values		

▶ **Three jobs produce an application's reports**

▶ **Each report has its own Broadcast Agent job scheduled daily and based on a watch file**

BUSINESS OBJECTS®

Scheduled Reports Application

▶ **Custom Java based interface allowing internal and external access to the reports**

BUSINESS OBJECTS®

Topics

▶ **Harley-Davidson Motor Company Overview**

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▶ **How it's Accomplished**

▶ **Successes and Lessons Learned**

▶ **Q&A**

Police XL 883 Sportster

BUSINESS OBJECTS®

Major Successes

▶ **Reliability**

- Failover via a Cisco router
- Multiple server clusters providing failover
- Dedicated WebIntelligence and Broadcast Agent servers

▶ **Auditing and Recovery**

- Jobs can automatically resubmit themselves based on parameters
- On-call staff only contacted after an error threshold is hit

▶ **Reusability/packaging**

- Scheduled reports application built for one project
- Now supports multiple projects

▶ **Integration with Windows environment**

- Easily control user setup

▶ **Scalability**

- Create over 5000 PDF documents each day via Broadcast Agent

BUSINESS OBJECTS®

Lessons Learned

- **Understand the limitations of the tools**

  - "Just because you want to do it does not mean you can, and just because you can do it does not mean you should"

- **Plan for problems**

  - Build in the ability to audit processes and recover from system "hiccups"

- **Align your solution with the different users' abilities**

  - Don't expect people to become computer experts just because you have a "cool" solution

  - People like to get their answers as quickly as possible, so minimize the number of "clicks" required

- **Setup separate functionality and content access in the repository**

  - Create a separate set of groups for functionality access

  - Assign each user a single functionality role

BUSINESS OBJECTS®

Topics

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- ▶ **How it's Accomplished**

- ▶ **Successes and Lessons Learned**

- ▶ **Q&A**

Sportster XL883 Custom

BUSINESS OBJECTS®

Q&A

Greenbrier & Russel
At the Crossroads of Business & Technology

▶ **For more information:**

Christopher Elfner

Lead Consultant

Greenbrier & Russel, Inc.

(920) 830-2222

celfner@gr.com

▶ **Or visit us at the G&R booth in the Exhibit Hall**

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